



NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

www.safersantarosa.org

21 May 2013

No act of kindness, no matter how small, is ever wasted. - Aesop

NEEDS, REQUESTS, DONATIONS

We can do no great things -- only small things with great love. --Mother Teresa

"You make a living by what you get, but you make a life by what you give". -- Winston Churchill

WELCOME NEW MEMBER

Hall's Hardware and Lumber <http://www.hallshardware.com/>

3 STEPS TO FINANCIAL STABILITY

Dates: June 1, 8, and 15th

Participants need to attend all three sessions

Time: 9:30 a.m. – 11:30 a.m.

Who: Anyone is invited who needs help with his or her finances



Marcombe.pdf

FINANCIAL SELF-SUFFICIENCY THROUGH TRAINING & JOBS: A COMMUNITY AND COLLEGE COMMITMENT

June 24th and 25th

The conference is open to the business community, community service agencies and organizations, and educational institutions in our area. The outcome of the conference will be a community action plan for recruiting, enrolling, and graduating low-income individuals, and placing them in jobs.

Please join us as we:

Hear from speakers who have led successful programs

Discuss barriers that low-income students face

Learn about training programs available at the college

Find out about plans for developing new jobs in our region



Register Now
Notice.pdf



Agenda 4 24
13.docx

SAFER SANTA ROSA 2013 DISASTER PREPAREDNESS EXPO

Mark your calendars! The date for the Hometown contractors/safer Santa Rosa 2013 disaster preparedness expo has been set for Saturday, June 1, 2013 at the Gulf Breeze Recreation Center on shoreline drive in gulf breeze.

Your cooperation and support is valued and appreciated.



INVITATION 2013
BEACH Expo.doc



Preparedness Expo
2013 Registration Ap

To be a vendor contact: brenda roland brsvpsantarosa@mchsi.com (850) 983-5220

SAFE COMMUNITY

THANK YOU SHERIFF WENDELL HALL FOR PROVIDING HALF OF THE INITIAL BUDGET REQUIREMENT! As indicated in [this article](#) we are prepared to send in the letter of intent for the SAFE Communities Program. All we need to do is raise the other half of the application fee, which is \$600.00. Once we send in the Letter of Intent, we can then finalize the application and submit it. The next step will be paying travel, room and board for two evaluators to come to our community and assess what we are doing. For more information on the SAFE Communities program, go to the SAFER webpage and look for the "safe communities" link on the left side of the page www.safersantarosa.org.

Why is this important to all of us in Santa Rosa? We can use a Safe Community designation to assist with economic development, tourism, avoid BRAC, and just to brag about what a great place Santa Rosa is. When we get this designation we will be 1 of 4 counties in the entire country to have it. Help us make this goal a reality. SAFER has a paypal account and donation information on our webpage.

SANTA ROSA COUNTY BRIDGES GETTING AHEAD!!!

We have WONDERFUL News!!! Beginning today, we are starting registration for our first Getting Ahead Class! Attached, please find the registration flier. For our first course, we will enroll 12 investigators. If you know someone who could benefit from the course who will make the commitment to attend, please pass this brochure along to them. Register no later than June 4, 2013!

Please see below the progress we have made and the items we still need to address!

Getting Ahead Course Dates

✓ June 18, 20, 25, 27 July 2, 9, 11, 16, 18, 23, 25, 30 Aug. 1, 6, 8

✓ LOCATION- Bagdad United Methodist!

✓ MEALS

Church or other organization to provide meals (light supper for 30). So far we have offers to provide a meal from:

- ✓ Leslie Bell- Sodexo
- ✓ Peggy Armstrong
- ✓ Raymond Sullivan
- ✓ Bagdad United Methodist

We still need other individuals or organizations to provide a meal or two.



GAFlyer-1.pdf

CHILD CARE VOLUNTEERS :School Board employees or others who have a Level II Background Clearance

MENTORS FOR GRADS! We need 12 mentors!

BUSINESS PARTNERS FOR EMPLOYMENT: Blackwater Bistro, Sodexo, Workforce ESCAROSA and Spiritworks. **We need more business partners!**
Business to participate in a job fair for GA Graduates!

Dr. Karen R. Barber Director of Federal Programs Office (850)983-5001

INFORMATION

When you cease to make a contribution you begin to die. - Eleanor Roosevelt

BOYS AND GIRLS CLUB PROGRAM

Who? Youth, Grades K - 5

When? June 10th - August 14th Mon - Fri, 7:30 am - 6:00 pm



2013 Boys & Girls
Club Summer Program

"WHO YA' GONNA CALL? YOUR TOWN'S RADIO HAMS!"
PUBLIC DEMO OF EMERGENCY COMMUNICATIONS JUNE 22-23

Despite the Internet, cell phones, email and modern communications, every year whole regions find themselves in the dark. Tornadoes, fires, storms, ice and even the occasional cutting of fiber optic cables leave people without the means to communicate. In these cases, the one consistent service that has never failed has been Amateur Radio. These radio operators, often called "hams" provide backup communications for everything from the American Red Cross to FEMA and even for the International Space Station. Your Town's "hams" will join with thousands of other Amateur Radio operators showing their emergency capabilities this weekend.

Over the past year, the news has been full of reports of ham radio operators providing critical communications during unexpected emergencies in towns across America including the California wildfires, winter storms, tornadoes and other events world-wide. When trouble is brewing, Amateur Radio's people are often the first to provide rescuers with critical information and communications. On the weekend of June 22-23, the public will have a chance to meet and talk with Navarre ham radio operators and see for themselves what the Amateur Radio Service is about as hams across the USA will be holding public demonstrations of emergency communications abilities.

This annual event, called "Field Day" is the climax of the week long "Amateur Radio Week" sponsored by the ARRL, the national association for Amateur Radio. Using only emergency power supplies, ham operators will construct emergency stations in parks, shopping malls, schools and backyards around the country. Their slogan, "When All Else Fails, Ham Radio Works" is more than just words to the hams as they prove they can send messages in many forms without the use of phone systems, internet or any other infrastructure that can be compromised in a crisis. More than 35,000 amateur radio operators across the country participated in last year's event.

The fastest way to turn a crisis into a total disaster is to lose communications," said Allen Pitts of the ARRL. "From the earthquake and tsunami in Japan to tornadoes in Missouri, ham radio provided the most reliable communication networks in the first critical hours of the events. Because ham radios are not dependent on the Internet, cell towers or other infrastructure, they work when nothing else is available. We need nothing between us but air."

In the Navarre area, the Navarre Community Emergency Response Team Armature Radio Club will be demonstrating Amateur Radio at Navarre Beach on June 22-23, 2013. They invite the public to come and see ham radio's new capabilities and learn how to get their own FCC radio license before the next disaster strikes.

Amateur Radio is growing in the US. There are now over 700,000 Amateur Radio licensees in the US, and more than 2.5 million around the world. Through the ARRL's Amateur Radio Emergency Services program, ham volunteers provide both emergency communications for thousands of state and local emergency response agencies and non-emergency community services too, all for free.

To learn more about Amateur Radio, go to www.emergency-radio.org. The public is most cordially invited to come, meet and talk with the hams. See what modern Amateur Radio can do. They can even help you get on the air!

POC Dane Luckey, 850-602-0098. luckey@mchsi.com.

PERTUSSIS CONFIRMED BY FLORIDA DEPARTMENT OF HEALTH IN SANTA ROSA COUNTY

The Florida Department of Health in Santa Rosa County has received a report of a confirmed case of pertussis, commonly known as "whooping cough", in an individual whose immunization status is in question. The individual's family and other personal contacts have been notified and are receiving prophylaxis administered by their health care providers. It is the first report of a confirmed case in Santa Rosa County this year. In 2012 there were two confirmed cases.

Pertussis is a highly contagious, bacterial disease marked by severe coughing. It is named after the "whoop" sound children and adults make when they try to breathe in during or after a severe coughing spell. The bacteria is found in the mouth, nose and throat of an infected person. Transmission to others occurs during close contact with an infected person, most commonly by airborne droplets of respiratory secretions.

Pertussis usually starts with cold or flu-like symptoms such as runny nose, sneezing, fever and a mild cough. These symptoms can last up to 2 weeks and are followed by increasingly severe coughing spells. The coughing attacks may last for many months in the "classic illness" or just a few days in the mild form of the disease. Mild pertussis disease is difficult to diagnose because its symptoms mimic those of a cold. Usually a prolonged cough is present, but without the "whoop". Recovery occurs gradually over 2 to 3 weeks. Fever, if present, is usually mild. Symptoms appear between 6 to 21 days (average 7-10) after exposure to the bacteria.

The disease is treated with antibiotics and patients are advised to take all prescribed medication and avoid contact with anyone, particularly small infants and children. Anyone who is exposed to pertussis should also be given antibiotics to prevent the disease.

There are about 10-15 pertussis related deaths each year in the United States. Pneumonia is the most common complication of pertussis. Young infants are at highest risk for pertussis-related complications, including seizures, encephalopathy (swelling of the brain), and otitis media (severe ear infection).

Vaccination is one of the most effective ways to prevent pertussis. Most individuals receive the pertussis vaccine as children as part of the recommended series of shots that are required for entry into public school in the state of Florida. The Centers for Disease control recommends that children be immunized at 2, 4, 6, and 15-18 months of age, and 4-6 years of age. The vaccine is also recommended for post-partum women and any adult who is a caregiver of a child who has not been vaccinated or is too young to have received the vaccine.

For additional information on the disease or pertussis vaccine, contact your health care provider.

BLUEBERRY BASH INFORMATION!

The Arc Santa Rosa, Inc. is a 501 (c) (3) nonprofit organization that serves individuals with intellectual and developmental disabilities. Many of the people that we serve also possess secondary disabilities such as hearing, visual and physical impairments, which reduce their chances to live an autonomous life in our community. Our essential services such as Supported Employment, Supported Living, Adult Day Training, and In-home Support, facilitate their ability to live as independently as they possibly can.

This year's event is **Saturday, June 22nd from 8:00 until 2:00** and will be held at The Arc facility at 6225 Dixie Road in Milton – which is approximately 4 miles South of NAS Whiting Field on Highway 87. We like to offer a variety of local Arts, Crafts, Food and other vendors to go along with the **Blueberries and Plant Sale** that day.

This year, we will kick the festivities off with an "old fashion" blueberry cook off! This event will start the evening before the Blueberry Bash Festivities begin. Celebrity judges will vote on the very best blueberry dish. Categories will include adult and youngsters' dishes.

The Blueberry Bash begins early Saturday morning @ 7:30 am with a 5 K run for adults and youngsters. Our 5K run is an enjoyable run through our lovely scenic neighborhood.

Music, food and craft activities start after the run is completed and runners awarded their prizes.

Remember folks, this all goes for a great cause! We look forward to seeing all of you.

Ann Smith Executive Director The Arc Santa Rosa, Inc.
6225 Dixie Rd Milton, FL 32570 Phone: 850-623-9320



4th Annual Blueberry Bash 2013 Blueberry Bash 2013 Blueberry Bash 2013 Blueberry Bash
Bash Sponsorship ForFlier-update 2013.pdf 5 K Form.pdf Vendor Form.pdf

DISASTER RECOVERY TIP #20: THE TRUE TEST

Day in, day out, we see organizations taking the initiative to put a disaster recovery plan in place. And while we can't hide the big smile it brings to our face, the unfortunate fact remains that the majority of businesses never test their plan.

Testing your continuity plan is without a doubt the best way to ensure your business remains operational following a disaster. Conducting a yearly test can effectively validate the strengths and expose the weaknesses of your plan while providing valuable practice for employees.

Interested in learning more about testing? Check out the below resources for several first-hand accounts of the testing process.

- **Credit Union Discusses "Why Test?"** – [Click here](#) to register for a live conversation with Westerly Community Credit Union. Westerly will discuss the benefits of testing and recap their most recent testing experience.

2013 HURRICANE SEASON – PREPARE YOUR BUSINESS

We have all witnessed the devastating effects a hurricane can have on a community. And as we edge closer to the start of the 2013 season, the time for preparation is now.

To help businesses, employees and communities prepare, Agility has created an easy to implement hurricane preparedness checklist.

- [Click here to download Agility's Hurricane Preparedness Checklist](#)

When a hurricane or any other disaster strikes, Agility will rescue your business with turnkey recovery solutions and services. In 24 years, we have rescued thousands of businesses after a disaster and have never failed.

For more information on how Agility can help your organization plan, prepare and recover from a disaster, call 866.364.9696 or visit www.agilityrecovery.com.

BRIDGES OUT OF POVERTY SANTA ROSA JULY 10, 2013

Please take a moment to SAVE THE DATE for our next Bridges Steering Committee Meeting on Wednesday, July 10, 2013 from 1:30-3:30 p.m. We will be meeting at the Russell Center located on Locklin Technical Center's campus. I have attached a copy of the current flyer (which includes address and phone information for Locklin). If you would, please send me an RSVP and let me know if you plan to attend the meeting.



flyer7-2013.pdf

Dawn N. Stone 850-983-5237

COUNCIL ON AGING SUPPORT GROUPS

Our monthly support groups are provided to support all caregivers. Attendance is free and new members are welcome to join at any time.

CAREGIVER SUPPORT GROUPS

MILTON

1st Thursday 6 PM St. Rose of Lima Catholic Church 6451 Park Avenue [See Map](#)

CENTURY

3rd Thursday 6 PM Century Care Center 6020 Industrial Blvd. [See Map](#)

PENSACOLA

Last Thursday 6 PM Council on Aging of West Florida 875 Royce Street [See Map](#)

GRANDPARENTS RAISING GRANDCHILDREN AND OTHER RELATIVES SUPPORT GROUPS

PENSACOLA

2nd Thursday 6PM Homewood Suites 5049 Corporate Woods Drive [See Map](#)

GULF BREEZE

3rd Thursday 6 PM Oriole Beach Elementary School, 1260 Oriole Beach Road
[See Map](#) (This group will not meet in June or July.)

DISASTER SERVICES EXPLORER POST OPEN HOUSE

Tuesday, May 21st 6:30 PM

American Red Cross of Northwest Florida

222 N. Baylen Street Pensacola, FL 32502



ExplorerPost.pdf

Calling all TEENS!

NEW Disaster Services Explorer Program for ages 14-20:

When a Hurricane strikes this summer, STRIKE BACK!

As an Explorer with The American Red Cross of Northwest Florida, you will

EXPLORE the technology, jobs, training, resources, and people that come together to minimize the effect of disaster on your community

PREPARE your community by planning mock disaster drills, service projects, and disaster preparedness presentations

RESPOND to Hurricanes, Tornadoes, Floods, Fires, and other disasters in your community, putting your training in action to help people in need

GAIN valuable skills and leadership experience while making a difference in your community

Interested? Contact Doug Watson at douglas.watson@redcross.org
or 850-432-7601.

Join us at our inaugural Open House on Tuesday, May 21st, 6:30 pm at our Pensacola Office (222 N Baylen St)

SMART PHONE EMERGENCY AND ISASTER APPLICATIONS

If you own a smart phone, these links feature applications for emergency preparedness, response, and recovery:

- <http://www.redcross.org/prepare/mobile-apps>
- <http://www.fema.gov/smartphone-app>
- <http://www.vaemergency.gov/News/readyvirginia/mobileapp>
- <http://blog.missionmode.com/blog/15-disaster-and-crisis-apps-for-iphone-and-ipad.html>
- <http://blog.missionmode.com/blog/15-disaster-and-crisis-apps-for-android.html>
- <http://news.arlingtonva.us/releases/mobile-app-for-emergency-preparedness-220792>

- http://emergency20wiki.org/wiki/index.php/Smartphone_Apps
- <http://www.google.org/crisisresponse/>

TWITTER

SAFER Santa Rosa is on Twitter.

FACEBOOK

SAFER is on Facebook, find us, and become our friend ;-) We are up to 559 people! Invite friends. [Let's keep growing this communications venue. Invite other Santa Rosans to participate.](#) Invite your Santa Rosa friends to join you on the SAFER Facebook page.



Use of barricades policy: Free to parades and other events in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4th of July etc...) or non profits, that are hosting events that are free and open to the public. The user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting to use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up/delivery. Barricades will cost \$8 each if delivery is required. Average rental price for barricades is \$9-\$13 each through other vendors. SAFER barricades are a bargain.

OPPORTUNITIES

There is no better exercise for your heart, than reaching down and helping to lift someone up. - Bernard Meltzer

Environmental Health & Safety Managers Network (EHSMN) is sponsoring the following course:

2012 HAZCOM STANDARD, TRAIN-THE-TRAINER

Environmental Health & Safety Managers Network (EHSMN) is sponsoring the above course:



EHSMN Group
Flyer.pdf

Agenda items include:

- ☐ Implementation deadlines outlined within HAZCOM 2012.
- ☐ Globally Harmonized System for the Classification and Labeling of Chemicals (GHS).
- ☐ SDS Revisions and Labels.
- ☐ New Standardized Pictograms & Hazard and Precautionary Statements.
- ☐ Trade Secrets
- ☐ Multi-employer Worksites
- ☐ New Appendices

Date: May 24, 2013

Time: (8:30 Sign-In) **9:00 AM to 11:00 AM**

Venue: Escambia County Central Office Complex
3363 West Park Place Pensacola, FL 32505

Cost: Pre-Register: \$20 **At the Door: \$30 (Cash or Check Only)**

Register: Marie Bores, SCS Engineers
(Limited Space Available) Ph: 850-432-6211 E-mail: mbores@scsengineers.com

MAY AMERICAN RED CROSS TRAININGS & CLASSES
Disaster Frontline Supervisor/Disaster Frontline Supervisor Simulation

Date: Saturday, May 25th **Time:** 8:30 AM
(8 hour class. Lunch provided)
Location: Crestview Red Cross Office

This class is open to both supervisors and those interested in becoming supervisors. The prerequisite for this class is **Introduction To Disaster Services**.

Purpose The purpose of these courses is to prepare supervisors to lead a team of disaster workers to deliver high quality client service and to create climate that promotes worker satisfaction.

Disaster Frontline Supervisor (DFS) is an instructor-led, basic level course. Participants receive the Disaster Frontline Supervisor Handbook, which provides disaster relief operations supervisors with tools that support their success. The handbook is for use on operations and in the classroom.

Disaster Frontline Supervisor Simulation (DFSS) is an instructor-led, basic level course. The simulation builds on the information presented in the Disaster Frontline Supervisor (DFS) course. The simulation provides participants an opportunity to practice key supervisory skills and use the Disaster Frontline Supervisor Handbook as a resource.

To sign-up for the class or for questions please contact: John Murray,
john.murray@redcross.org

IS-42: SOCIAL MEDIA IN EMERGENCY MANAGEMENT

<http://training.fema.gov/EMIWeb/IS/courseOverview.aspx?code=IS-42>

JUST IN TIME DISASTER TRAINING VIDEO ON-LINE LIBRARY - LAUNCHED



The Disaster Resistant Communities Group LLC (DRCG) has just launched a unique Just In Time Disaster Training Video Library.

The purpose of this on-line library is to provide a single, easy to search source in which individuals, agencies and organizations can access Just In Time Disaster Training Videos.

The videos found in this library cover disaster related preparedness, response and recovery training for a wide variety areas.

The library can be accessed at this web site: www.drc-group.com/project/jitt.html

NEWS (blue is new)

Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has. --Margaret Mead

Social Media 4 Emergency Management, Stress Isn't Virtual
<http://www.sm4em.org/2013/05/stress-isnt-virtual/>

The Next Pandemic: Not if, but When
<http://www.nytimes.com/2013/05/10/opinion/the-next-pandemic-is-closer-than-you-think.html?smid=fb-share>

Lessons Learned About the Social Toll of Major Disasters

<http://www.emergencymgmt.com/disaster/Lessons-Learned-About-Social-Toll-Major-Disasters.html>

Long-Term Recovery Planning: What You Need to Know

<http://www.emergencymgmt.com/disaster/Developing-Long-Term-Recovery-Plan.html>

Using Social Media as a Crisis Management Tool INFOGRAPHIC

<http://socialmediatoday.com/ritu-pant/1431711/using-social-media-crisis-management-tool>

US invokes emergency act to keep H7N9 flu at bay

<http://www.newscientist.com/article/mg21829164.200-us-invokes-emergency-act-to-keep-h7n9-flu-at-bay.html>

Smartphone App Allows Emergency Public Officials to Warn Users of Extreme Weather Events and Fast-moving, Dangerous Situations

http://www.hstoday.us/single-article/smartphone-app-allows-emergency-public-officials-to-warn-users-of-extreme-weather-events-and-fast-moving-dangerous-situations/405c71eb5e720e08121cd53eea13122a.html?goback=%2Egde_133264_member_235773639

PSA -- Ready.gov -- Disaster planning for Special needs and Disabilities- Video

<http://www.youtube.com/watch?v=ThWgdLRRkPg>

Family Violence after Natural Disaster Training

http://www.whealth.com.au/work_family_violence_after_disaster.html

Housing Status Plays a Surprisingly Large Role in Post-Disaster Distress

<http://www.theatlanticcities.com/housing/2013/04/getting-people-housed-after-disasters-should-be-cities-top-priority/5397/>

CDC Health Alert Network, Human Infections with Novel Influenza A (H7N9) Viruses

<http://emergency.cdc.gov/HAN/han00344.asp>

Moving Beyond "Special Needs": A Function Based Framework for Emergency Management and Planning

<http://www.jik.com/KailesEndersbeyond.pdf>

Hurricane forecast: Above-average Atlantic season

<http://www.usatoday.com/story/weather/2013/04/10/2013-atlantic-hurricane-season-forecast-colorado-state/2067953/>

Hurricane emergency managers struggle to get public to listen to warnings

http://www.nola.com/environment/index.ssf/2013/03/hurricane_emergency_managers_s.html

7 Tips for Delivering Effective Emergency Notifications

<http://www.emergencymgmt.com/disaster/7-Tips-Effective-Emergency-Notifications.html>

Lawmakers: Small businesses vital to disaster recovery

<http://www.usatoday.com/story/news/politics/2013/03/14/landrieu-small-businesses-aid-disasters/1988155/>

Social Media Metrics for Federal Agencies

<http://www.howto.gov/social-media/using-social-media-in-government/metrics-for-federal-agencies>

Is There a Place for Social Media in Public Safety?

<http://www.9-1-1magazine.com/Pagenkop-Social-Media-in-Public-Safety>

Humanize It: The Impact of Social Media on Emergency Management
<http://www.emergencymgmt.com/emergency-blogs/disasters20/humanize-emergency-management-via-socialmedia-021213.html>

Natural disasters have unexpected impacts on mental health
<http://theconversation.edu.au/natural-disasters-have-unexpected-impacts-on-mental-health-11573>

Disaster Behavioral Health: Current Assets and Capabilities
<http://www.phe.gov/Preparedness/planning/abc/Pages/dbh-capabilities.aspx>

Perceived Neighborhood Safety and Incident Mobility Disability among Elders: The Hazards of Poverty
<http://dash.harvard.edu/handle/1/8088460>

Evacuation and Sheltering of People with Medical Dependencies – Knowledge Gaps and Barriers to National Preparedness
<http://www.hsaj.org/?article=9.1.2>

Integration of Social Determinants of Community Preparedness and Resiliency in 21st Century Emergency Management Planning
<http://www.hsaj.org/?article=8.1.14>

How to Counsel Kids after a Disaster
<http://www.fema.gov/disaster/4085/updates/how-counsel-kids-after-disaster>

Hey, Kid, You Could Be a 'Disaster Hero'
<http://www.npr.org/blogs/health/2013/01/29/170575657/hey-kid-you-could-be-a-disaster-hero>

Episode 4, Disaster and Preparedness: Should I Stay or Should I Go?- Video
http://www.youtube.com/watch?v=yD_FSV7i3Bs&feature=youtu.be

Zombies and Preparedness: Five tips for using metaphors in exercises and outreach
<http://freeresources.lucienecanton.com/2012/10/zombies-and-preparedness-five-tips-for-using-metaphors-in-exercises-and-outreach.html>

Woeful Success Rate in Citizen Preparedness Suggests New Approaches is Necessary
<http://www.emergencymgmt.com/disaster/Woeful-Success-Rate-Citizen-Preparedness.html>

Emergency Managers' Best Practices for Evacuating Communities
<http://www.emergencymgmt.com/disaster/Best-Practices-Evacuating-Communities.html>

Why Aren't Americans Listening to Disaster Preparedness Messages?
<http://www.rand.org/blog/2012/06/why-arent-americans-listening-to-disaster-preparedness.html>